

2015 SINGAPORE Profile

Arrivals to the U.S.

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The full version will include 2015 travel export data for total, passenger fare, and change metrics.

TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015 / 2008
Arrivals		141	107	139	159	162	153	152	160	18
	% Change	5	-24	30	14	2	-6	-1	5	13

TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 ^p	Change 2015 / 2008
Total Travel & Tourism Exports ²		\$837	\$614	\$828	\$861	\$942	\$974	\$930	n/a	n/a
Travel Receipts (at U.S. destinations)		\$832	\$610	\$823	\$854	\$934	\$966	\$922	n/a	n/a
Education Receipts		\$112	\$119	\$125	\$138	\$147	\$154	\$163	n/a	n/a
Other Business/Personal Receipts		\$716	\$486	\$693	\$711	\$781	\$806	\$752	n/a	n/a
Health/Border/Seasonal		\$4	\$5	\$5	\$5	\$6	\$6	\$7	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)		\$5	\$4	\$5	\$7	\$8	\$8	\$8	n/a	n/a
	% Change in Total Receipts		-27	35	4	9	3	-5	n/a	n/a

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Airlines	50	57	7.6
Corporate Travel Dept.	31	34	2.9
Personal Recommendation	24	25	1.2
Online Travel Agency	25	21	-3.3
Travel Guides	17	16	-1.1
Travel Agency Office	17	13	-4.1
National/State/City Travel Office	6	9	3.3
Tour Operator/Travel Club	5	3	-2.1
Other	4	7	2.7

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Business	32	30	-1.8
Vacation/Holiday	38	28	-9.5
Convention/Conference/Trade Show	10	19	9.0
Visit Friends/Relatives	13	14	1.0
Education	6	8	1.3
Health Treatment	0.2	0.5	0.3
Religion/Pilgrimages	0.0	0.0	0.0
Other	0.4	0.1	-0.3

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Vacation/Holiday	49	45	-3.7
Business	37	37	-0.4
Visit Friends/Relatives	30	29	-0.9
Convention/Conference/Trade Show	15	23	7.5
Education	8	8	0.6
Health Treatment	0.7	0.9	0.2
Religion/Pilgrimages	0.8	0.0	-0.8
Other	0.7	0.8	0.1

Net Purposes of Trip:

Leisure & VFR	62	57	-5.3
Business & Convention	46	53	7.3

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Air Travel between U.S. Cities	48	50	1.7
Taxicab/Limousine	38	42	4.5
Rented Auto	39	36	-2.7
Auto, Private or Company	30	29	-1.3
City Subway/Tram/Bus	26	28	1.7
Bus between Cities	13	8	-4.7
Railroad between Cities	6	6	-0.1
Ferry/River Taxi/Srt Scenic Cruise	5	4	-0.8

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Cruise Ship/River Boat 1+ Nights	3	2	-1.2
Motor Home/Camper	0.7	1.0	0.3
Rented Bicycle/Motorcycle/Moped	1.6	0.9	-0.7

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Shopping	87	88	1.1
Sightseeing	68	67	-1.0
Experience Fine Dining	38	39	1.1
National Parks/Monuments	35	30	-4.7
Small Towns/Countryside	24	25	1.2
Art Gallery/Museum	24	24	-0.6
Historical Locations	22	23	1.6
Amusement/Theme Parks	24	18	-5.8
Guided Tours	16	14	-2.3
Concert/Play/Musical	21	14	-7.0
Cultural / Ethnic Heritage Sites	13	12	-1.5
Camping/Hiking	4	8	3.5
Sporting Event	7	7	0.3
Nightclubbing/Dancing	10	7	-3.4
Casinos/Gamble	14	6	-7.9
Water Sports	3	5	1.7
Environ./Eco. Excursions	3	4	1.1
Hunting/Fishing	1	4	2.4
Golfing/Tennis	2	3	1.2
Snow Sports	4	3	-1.1
American Indian Communities	4.5	1.6	-2.9
Other	1.5	1.0	-0.5

SELECTED TRAVELER CHARACTERISTICS	2014 (Percent)	2015 (Percent)	Change
Advance Trip Decision Time (mean days)	70	72	1.6
Advance Trip Decision Time (median days)	45	45	0.0
Prepaid Package	6	5	-1.4
First International Trip to the U.S.	12	16	3.5
Length of Stay in U.S. (mean nights)	17.9	15.6	-2.3
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	55	58	3.3
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	87	88	1.4
Average # of Nights in Hotel/Motel	11.0	8.8	-2.2
Travel Party Size (mean # of persons)	1.5	1.4	-0.1
Gender: % Male (among adults)	67	69	2.1
Household Income (mean average)	\$ 167,730	\$ 168,434	\$704
Household Income (median average)	\$ 131,920	\$ 120,000	-\$11,920
Average Age: Female (among adults)	37	41	3.6
Average Age: Male (among adults)	40	43	3.0

VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)	Market Share 2014 (Percent)	Volume 2014 ^r (000s)	Market Share 2015 (Percent)	Volume 2015 ¹ (000s)
No destinations meet the minimum sample requirement.				

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Notes:

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (n/a) Estimate not yet available.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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